

ORDER



Orders
Order / Rev: 705402
Alt Order #: 06269428
Product Desc: PRIORITIES USA ACTION
Estimate: 1575
Flight Dates: 08/10/12 - 08/10/12
Original Date / Rev: 08/08/12 / 08/09/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mundy Katowitz Media/ POL
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/10/12	1	\$720.00	\$612.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	1	\$720.00	\$612.00	0.00
Totals	1	\$720.00	\$612.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	18%	\$720.00
Market	100%	\$4,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	23%	\$920.00
WFTS	21%	\$840.00
WMOR	0%	\$0.00
WTOG	3%	\$120.00
WTTA	5%	\$200.00
WTVT	23%	\$920.00
WVEA	0%	\$0.00
WWSB	7%	\$280.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/10/12	08/10/12	CBS This Morning	CM	7-9a	----F--	1:00	1	\$720.00	P-2	0.00	NM	1	\$720.00
CBS THS MRNG-2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$720.00		0.00			
Totals														1	\$720.00